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THE UNIVERSITY OF WISCONSIN
MADISON

UNIVERSITY EXTENSION DIVISION
OFFICE OF THE DEAN
LOUIS E. REBER

October 4, 1913.

President, Falconer,
Toranto, Canada.

Dear Sir:-

At a recent meeting of the Board of Regents of The University of Wisconsin the Press Bureau of this institution was assigned to the Extension Division. In line with its other work the Division will endeavor to make the Press Bureau a service instrument to the press of the state and the nation. From time to time it will send you impartial and complete news reports of the activities affecting the University plant directly or indirectly when the news is important enough to interest the state papers and papers of a wider area.

The Bureau will endeavor to serve you these facts in an interesting way, and it will also attempt to be of service to you in other ways by the furnishing of special information when requested by any paper, and by campaigns to improve conditions within Wisconsin such as a weekly health service. This service, begun last month, is somewhat after the plan of the Chicago Tribune column edited by Dr. W. A. Evans, but it is especially selected to meet the needs of Wisconsin. The University furnishes this health service upon request without charge and will also furnish electrotypes to be used as department headings by papers which will run these articles.

To conduct this Press Bureau the University has selected Mr. Charles W. Holman who comes from Farm and Ranch (Dallas, Texas), one of the leading agricultural journals in the United States. In his long connection with this publication Mr. Holman has made thorough and exhaustive studies of farmers' problems in many parts of the United States. He is also a thorough-going newspaper man trained in the daily field, and has held down positions from police reporter to the editorial page.

Of course you recognize and we realize very keenly that the importance of its work and the beneficial results that can come from this bureau will be best gotten with the cooperation and advice of Wisconsin editors. We want you to consider it as your correspondent, and from that point of view we will deem it a favor if you write Mr. Holman, giving a full, free, and frank opinion of the character of this service in the past and offering suggestions on how in the future to increase its efficiency.

We should like to have suggestions in regard to preparation of copy and to the types of stories which you think would interest most of your readers.

Mr. Holman will appreciate your keeping in personal touch with him and hearing from you from time to time with suggestions and, most of all, a personal visit to his department whenever you come to Madison.

Cordially yours,

Louis E. Reber

Dean

LER/EFR

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October 10th, 1913

Dean L. W. Raber

University of Wisconsin,

Madison, Wis.

Dear Dean Raber:

Many thanks for your letter with its announcement of the extension of the work of the Press Bureau under your Department. We shall be glad to receive from you any publications that will give us special information with regard to your work in Wisconsin and to follow as completely as we can any remarkable development in your University.

Yours sincerely,

President.